2.5 samples Give Some A Nibble.

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TO: Lee Byrd - Hunton & Williams DATE: August 1, 1990

FROM: Paul Degener - PM USA

SUBJECT: BUCKS Sampling Program

This provides further background on the planned sampling program for the BUCKS brand launch. Below is a description provided to Sampling agencies in our bid request letter. We would appreciate your comments and recommendations on intended sampling strategies, sites and methods, before we assign the project and begin development of the entire program.

BUCKS BRAND LAUNCH - SAMPLING PROGRAM DETAILS

Program Dates: October 1 - December 15, 1990
(40 to 50 markets - 3 weeks in each market)

Program Description

Beginning October 1 the BUCKS brand will be launched by PM USA into national distribution. The brand is positioned in the Price/Value segment of the category reaching male/pack purchasers.

The objectives of this sampling program are to generate brand trial and awareness particularly among contemporary adult men (age 21-44) and introduce the BUCKS proposition. The sampling drive will occur during weeks 5 - 8 (November-December) of the launch period in key Price/Value competitive markets, (see attached list), and has a target reach of 4 million sample 6's to be distributed (100M/mkt.) The sampling program should be conducted to gain trial within the following specific audience parameters:

- White males
- Ages 21 - 44
- Price conscious smokers

Sampling will be conducted at local market events and gathering sites versus undirected street sampling, with particular attention given to the maintaining of a professional standard and current political sentiments held by certain groups. Training of professional samplers will include their learning the PM USA and Tobbacco Institute - Code of sampling standards and practices, and strict adherence to a "Guide" provided by PM USA.

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Market areas selected are not major metro areas and all available sites should be explored, including professional or local football games, music concerts, harvest festivals, flea markets, and special events/shows that make sense for the brand, should be considered.

These markets selected coincide best with BUCKS audience demographics, but if any are ineligible due to any restrictive statutes you may be aware of (see attached list), please advise and we will adjust the list.

Sampling Agency Responsibilities/Billable Services

- Research and advise of restrictive statutes on tobacco sampling in any market selected; and register sampling activity with any local/state/municipal authority.
- Hire, provide training/instruction and supervision to all sampling personnel, including the instruction on the "Code of Cigarette Sampling Practices".
- Pre-qualify recipient consumers as smokers, 21 years of age or older.
- Supervise and document the receipt, storage, and distribution of sample product to Samplers as well as consumers.
- Keep running/weekly report on sample distribution, plus communicate any consumer or other person's comment or criticism of the brand or other related activity.
- Arrange any necessary lodging, travel, expenses, and/or rental auto for any personnel retained to staff or supervise the program.
- Coordinate/advise of weekly sampling sites schedule with program supervisory personnel from PM Section Sales; Brand or Consumer Promotions in each selected market.
- Photo Documentation of some selected sites.
- Wrap-up report/program evaluation.

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Source: https://www.industrydocuments.ucsf.edu/docs/ztwc0003

Lee, this briefly outlines the program details. I have also attached some recommended events/sites submitted by one of our prospective agencies. We will need the legal opinion on this plan as soon as possible, as we must begin developing materials. Please get back to me by Monday, August 6.

Thank you.

cc: M. Antonoff
B. Egan
A. Goldfarb
J. Greene
E. Merlo
B. Mikulay
J. Spector
M. Verscaj

Attachments

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Source: https://www.industrydocuments.ucsf.edu/docs/ztwc0003